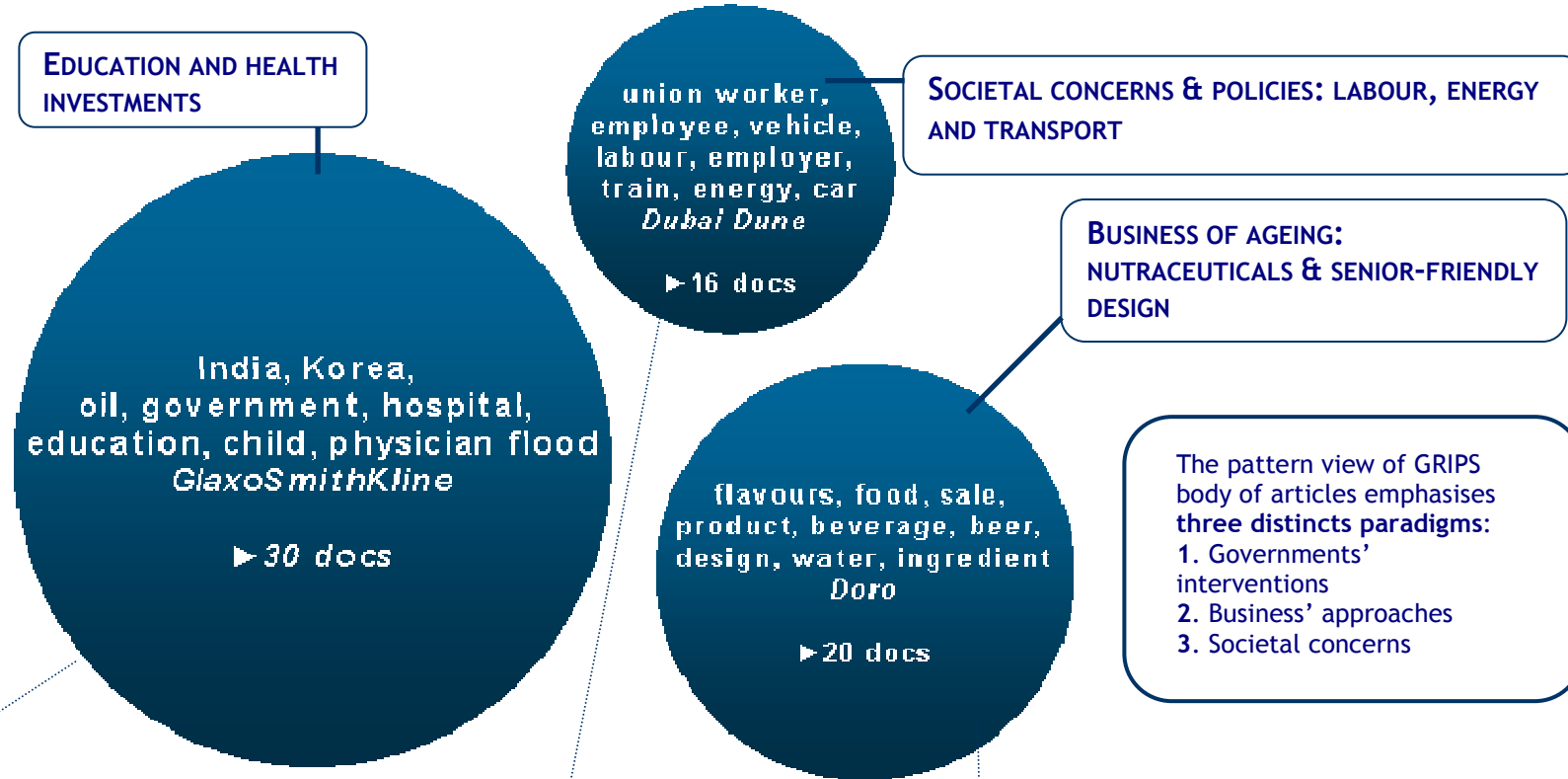


EDITORIAL COMMENT: The ageing of the world population is underway. This trend offers new business opportunities while it imposes new pressures on policymakers. According to GRIPS analytic survey of the world newspapers and journals, policy problems related to ageing populations remain primarily addressed through SECTOR POLICIES: HEALTH, EDUCATION, RESEARCH, ENERGY, ECONOMY, TRADE, ETC.

We use the groupings of ageing and innovation generated by a text-mining tool (semantic similarity-based clusters) to organise the information. Fundamental clusters are: "EDUCATION & HEALTH DRIVING INVESTMENT", "SOCIETAL CONCERNS DRIVING POLICIES", "NUTRACEUTICALS AND SENIOR-FRIENDLY DESIGN AS KEY DRIVERS FOR BUSINESS". As a policy topic, AGEING IS A SYSTEM ISSUE which requires a global collaborative governance approach. Innovation policies proper are seldom connected to ageing issues. However, some companies and some regions/nations/Unions move faster than other and therefore get a chance to lead the way. Listening carefully to the lessons they convey shall help to address the potential impacts of ageing.

[1] INNOVATION AND AGEING PATTERN (AS OF SEPTEMBER 2008)



The ageing population in the West would lead to huge Foreign Direct Investment (FDI) flows into the Indian and Chinese education sector. FDI IN EDUCATION could be a win-win situation for the country as well as the investor, as the West would get highly skilled engineers from India and the country get access to newer technologies.

Because of an ageing workforce and an increasing number of retirees, several of the US's most prominent companies, including General Motors, International Business Machines (IBM), and Verizon, announced plans in the past two years to freeze CORPORATE PENSION BENEFITS, leaving tens of thousands of employees increasingly dependent on their own retirement savings. The freezes mean that retirement benefits no longer reflect pay increases or additional years of service.

The pattern view of GRIPS body of articles emphasises three distinct paradigms:
 1. Governments' interventions
 2. Business' approaches
 3. Societal concerns

[2] INNOVATION POLICY-MAKERS IN THE SPOTLIGHT

► The Department of Science and Technology (DST) of the Union Government Of India

Policy measure: Technology Interventions For Elderly (Tie)

"The possible interventions would include design and development of enabling devices, designs of homes, use of ICT in networking, recreation and entertainment, and health and nutritious food."

Technological solutions are sought to ameliorate problems faced by the elderly population and improve their quality of life.

The DST has asked proposals from various institutions for S and T interventions right from the stage of conceptualisation, research and development. Projects already funded under this programme:

- development of devices
- launching a portal capturing technologies for elders
- fellowships at master's level to attract young minds to work on special designs for elderly.

Projects can be undertaken by **ACADEMIC R&D INSTITUTIONS** in collaboration with **NGOS** or **INDUSTRY**, wherever feasible. The proposals should include clearly defined statement of the problem, by notably specifying the market potential and well defined tie up with professional agencies for development, testing, verification and adaptation trials of technologies.

[3] CROSS-VIEWS ON AGEING

A researcher's view

"The earlier distinct fertility regimes, 'developed' and 'developing,' are increasingly disappearing in global comparisons of fertility levels'. According to the United Nations, the birthrate in 25 developing countries, including Cuba, Costa Rica, Iran, Sri Lanka and China now stands at or below the replacement level."

► Edward Jow-Ching Tu, sociologist at the Hong Kong University of Science and Technology.

A businessman's view

Firstly developed in Roumania, "Global Beverages' anti-Ageing Water is a neutral tasting, non-carbonated premium designer water, all-natural. By drinking Anti-AgeingWater over time, it may be as effective as BOTOX® Cosmetic injections, the popular FDA-approved anti-wrinkle treatment that temporary erases frown lines."

► Stuart Garret, Veridian Group co-founder

[4] GRIPS' INTELLIGENCE CORNER

► Market studies show the extraordinary promises of the ageing businesses. Still, all bottlenecks are neither tackled scientifically nor overcome and translated into products and services. For industries to develop, **INNOVATION POLICY INITIATIVES** remain to be implemented as regard labour conditions and employability of seniors; health system norms and standards; education system and financial regulations, etc.